

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
Washington 25, D. C.

June 17, 1947

For your information

TO ALL EXTENSION ENTOMOLOGISTS:

Subject: Fly-Control Campaign and Organization

The development of DDT as an insecticide for fly control has stimulated an enormous expansion in fly-control programs. It has been demonstrated that the control of flies and mosquitoes has greatly improved the health of the people in communities where effective control programs have been carried on. Consequently, we are receiving requests for information on organization plans. Information of this nature has been received from the States mentioned below.

IDAHO.--The first record of a State-wide fly-control program to come to my attention was the program in Idaho in 1946. I understand that Dr. W. E. Shull, who was extension entomologist and head of the department of entomology at the time, conceived the idea in 1944. His preliminary work in 1944 and 1945 was so outstanding that he organized for a State-wide control campaign early in the spring of 1946.

To organize for that program, Dr. Shull formed a committee of five, including other extension staff members, who advised and helped in the organization of the program for the State. Contacts were made with all the school superintendents, grange masters, county and State public health service officials, civic organizations in towns, and other such groups. All these were furnished with posters as well as detailed information with regard to the campaign. At the start of the campaign 230 demonstrations ranging from 1 to 13 per county were made throughout the State. Custom spray operators attended the demonstrations in order to find out how the work should be done and then went on from there to carry the program throughout the remainder of the summer.

Dr. Mains, successor to Dr. Shull, states that this coming year they do not plan to make further demonstrations, since a thorough job of giving method demonstrations was done in 1946. They do, however, plan to keep the program very much alive through issuing numerous newspaper and magazine articles and the preparation of radio broadcasts. To put over a campaign of this nature, it would be advisable to use every means available for advertising the program and have it thoroughly organized with someone responsible for seeing it put across.

IOWA.--In 1946 the entomologists in Iowa conducted fly-control programs in six cities and towns and used other towns as checks. The results were sufficiently favorable, and reports from elsewhere were so promising that they

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launched a State-wide control campaign in 1947. To start the campaign the Extension Service, State department of health, and State department of agriculture called together, in Des Moines, representatives of all organized groups in the State such as Parent-Teachers, bankers, Kiwanis, Rotary, and medical association. As I recall, there were about 100 who met with Dr. Gunderson and the State health officials. After the program was outlined the people representing the organizations agreed to call the program to the attention of their local groups. The Iowa Extension Service was asked to prepare printed campaign material such as posters, stickers, newspaper mats, subject-matter information, and organizational procedure. Sponsorship of local programs will rest with one or more of the local groups. The Extension Service will serve urban groups in an advisory capacity and assist in the organization of rural groups. An idea of local organizational set-up may be gathered from Iowa's Brochure I.C.-299, January 1947, "Organize Your Community for Fly Control." It states that the organization assuming leadership would assign definite functions to certain individuals. In brief, these are as follows:

1. Distributing information--chairman, local newspaper editor.
2. Sanitation--chairman, local health officer.
3. Financial support--chairman, secretary, local chamber of commerce or local banker.
4. Locating, repairing, and distributing equipment and materials--chairman, local machine shop operator, local druggist.
5. Directing actual control work--chairman, druggist, doctor, veterinarian, police chief, fire chief, or high-school teacher.
6. Measuring results--chairman, local health officer.

In a letter of May 11, 1947, Dr. Gunderson states that "The program in Iowa appears to be going very well in most places. It is my feeling now that every county in the State will have some sort of fly-control program during the summer of 1947."

MISSISSIPPI.--In December 1946, Director Jones presented to the Annual Extension Agents' Meeting, material on fly control which Mr. Murphree, the extension entomologist, had prepared. The majority of the agents were enthusiastic over the possibility of a State-wide fly-control campaign. The next move was a conference with the State Coordinating Council. At this meeting most of the heads of the agencies in the State who work with rural people were present. Some of these were the commissioner of agriculture, directors of extension, experiment stations, PMA, SCS, FFA, Forest Service, board of health, farm cooperatives, and department of education. The entomologists outlined the program and asked the heads of each department to write their county workers. This meeting was followed with a publicity campaign, which included radio script and news articles sent to all radio stations and newspapers in the State.

At a conference on March 14, the extension editor discussed the publicity of the program before 35 representatives of county newspapers. At another conference on the same day the State Coordinating Committee appointed a special committee to prepare a statement on procedure for the fly-control campaign. This statement on procedure to be carried out by the Coordinating Committee is essentially as follows:

1. The month of April be designated as "Fly Control Emphasis Month."
2. Fly control be incorporated in every agency's control program.
3. Demonstrations be held in every community in the State in April.
4. County council check possibility of getting power sprayers.
5. State-wide co-ops stock wettable DDT at reasonable price.
6. State-wide agency heads write workers and urge cooperation.
7. State college furnish publicity to newspapers, posters to counties.
8. County councils furnish State council plans of action.
9. Sixteen malaria counties can get information from Health Service.

Five district training meetings of all county agents in the State have been held. A number of the counties have been divided into districts, with one or two workers in each district responsible for the fly-control program.

On May 19 Mr. Murphree wrote that they were having some good reports from all sections of the State on this program. In several counties the board of supervisors had bought material to spray entire counties. Some other counties had as many as four power sprayers in operation at that time. A large percentage of the counties were pushing the program as the No. 1 program for the year.

WISCONSIN.--In 1946 considerable fly-control work was done in the State by Mr. Fisher, extension entomologist. This year there are two phases to his program, one the dairy fly-control program and the other city mosquito and fly control.

The dairy fly-control program is carried out cooperatively in an over-all "quality milk production" program which involves nine college departments.

Six district, county, and home agents' meetings have been held to outline the over-all program. The agents were given complete outlines to aid them in the programs. Each farm participating will be graded in line with his record sheets.

Some of the material provided to support the program is as follows:

1. Outline of the dairy fly-control work.
2. Information on control of insects affecting farm dairying.
3. Informational outline for 4-H Clubs and FFA Clubs.
4. Outline 4-H's part in over-all quality milk program.
5. Two dairy fly-control record sheets are provided for each individual.

Cooperation in the "quality milk production" program will be had through most of the some 2,500 dairy plants in the State, and through civic organizations, as deemed suitable by county agents.

The city-wide mosquito and fly control programs have been set up in three cities. These are cooperative with city officials, the county agents, and the department of entomology at the college. The three city programs are preliminary to a State-wide program in 1948. Briefly, the city program has been set up as follows:

1. Survey city for fly and mosquito breeding areas.
2. Map areas and indicate each by letter or number.
3. Estimate potential mosquito breeding area.
4. Estimate number of acres to be treated.
5. City officials should arrange for application of insecticides.

6. Make 10-day dipping to determine commercial larval and pupal counts.
7. Place mosquito traps to check on control.
8. Publicize program.
9. To protect fish, cooperate with conservation department.
10. Help stores stock materials recommended for household use.
11. Promote city-wide clean-up.

MISCELLANY.--Although there may be other States organized for State-wide campaigns, these are all that have come to my attention. However, many States are carrying out fly-control projects of varying proportions. Many agencies, such as Science service, U. S. Public Health Service, Bureau of Entomology and Plant Quarantine, and national magazines are supporting the fly-control campaigns. The material which Dr. Manis, Dr. Gunderson, Mr. Murphree, and Mr. Fisher furnished me was necessarily condensed. I am sure they will send you more complete statements if you care to write to them. Some of the posters, leaflets, and other materials which these States have used to support their campaigns have been sent to you previously, either as special mail or on the Exchange.

You will note a little difference in the approach to the problem by the four States. However, in each case many organized groups were brought into the program early and were asked to lend their support to the campaigns. Because of the relation of flies and mosquitoes to health the State health departments were invited to help organize and promote the programs.

The recent statements issued relative to the latest educational health programs of the Cooperative Extension Service refer to the Hospital Survey and Construction Act of August 13, 1946. Such statements were not intended to lessen the emphasis we should place on all other aspects of health work. In preparation for the North Central States Entomologists' Meeting four statements pertaining to extension entomology and health programs were drafted and concurred in by the Extension Service and the Bureau of Entomology and Plant Quarantine. These are repeated here for your consideration:

The extension entomologist will include in his extension program the control of insects, mites, and like pests which affect the health of man or animal whether such pests impair health by direct injury, annoyance, or by carrying disease.

He shall make every effort possible to fit the control of such pests into any program relating to health which is being initiated or carried on by other extension workers.

He will cooperate and, when called upon, supervise projects directed towards the control of such pests, though the projects may be initiated by rural groups, civic associations, or local governing bodies.

He will solicit cooperation and lend his support to any health program, involving the control of such pests, being carried on by the U. S. Public Health Service or any State or local health authorities.

If any of you are conducting similar programs, I should like to have a complete report for future use and reference. I should also like to have your comments on the contents of this letter.

Very truly yours,

M. B. Jones

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Extension Entomologist